

What is claimed is:

1. A method of buying back goods, comprising steps of:

at a sales center, designating a buy-back center to a user that has purchased goods that are a targeted item;

5 at said buy-back center, directing said user to enter as input the order number of the goods that were purchased through said sales center at a Website on a network and accepting an application for buy-back of a used item; and

10 at said buy-back center, having confirmed that said user has purchased goods from said sales center based on said order number, giving said user a prescribed benefit.

2. A method of buying back goods according to claim 1, further comprising steps of:

at said Website of said sales center on a network, accepting an application for purchase of goods by  
5 directing said user to enter as input personal data of said user;

registering said personal data of said user that said sales center has directed said user to enter as input when applying for purchase and information relating to  
10 goods that said user purchased in correspondence with said order number in a user information database in said sales center;

registering in advance information on the  
particulars of a benefit that is to be given to said user  
15 by said sales center in an item information database in  
said sales center; and

obtaining, by said buy-back center, information  
relating to said user from said user information database  
and/or said item information database in said sales center  
20 based on said order number that said user is directed to  
enter as input when applying for buy-back.

3. A method of buying back goods according to  
claim 2, further comprising steps of:

accepting an application for buy-back at a Website  
of said buy-back center by directing said user to enter as  
5 input both said order number and said personal data of  
said user;

transmitting by way of said network from said buy-  
back center to said sales center said order number and  
said personal data of said user that said user was  
10 directed to enter as input at the time of application for  
buy-back;

checking at said sales center for matching of said  
personal data that is registered in said user information  
database in correspondence with said order number that was  
15 transmitted in from said buy-back center with said  
personal data that was transmitted in from said buy-back

center; and

having confirmed that said personal data matches,  
obtaining at said sales center information relating to  
20 said user from said user information database and/or said  
item information database in said sales center and  
transmitting said obtained information to said buy-back  
center by way of said network.

4. A method of buying back goods according to  
claim 3, wherein:

said information relating to said user is  
information relating to goods that said user has purchased  
5 that is registered in correspondence with said order  
number in said user information database in said sales  
center, and/or information on the particulars of a benefit  
that is to be given to said user that is registered in  
said item information database in said sales center.

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5. A method of buying back goods according to  
claim 3, wherein:

said buy-back center proceeds with a process of  
buying back a used item from said user only when said  
5 personal data of said user that said user was directed to  
enter as input when applying for buy-back matches said  
personal data of said user that is registered in said user  
information database in said sales center.

6. A method of buying back goods according to claim 4, wherein:

said particulars of the benefit that is given to said user vary according to the maker or model of the goods that said user purchases from said sales center and/or the used item that said buy-back center buys back from said user.

7. A method of buying back goods according to claim 2, comprising steps wherein:

an application for buy-back is accepted by directing said user to enter as input personal data of said user together with said order number at the Website of said sales center;

said buy-back center directly accesses said user information database in said sales center by way of said network and checks whether said personal data that is registered in said user information database in said sales center in correspondence with said order number that said user was directed to enter as input when applying for buy-back matches said personal data that said user was directed to enter as input when applying for buy-back; and

said buy-back center, having confirmed that said personal data matches, directly accesses said user information database and/or said item information database

in said sales center by way of said network and obtains information relating to said user.

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8. A method of buying back goods according to claim 7, wherein:

said information relating to said user is information relating to goods that said user has purchased that is registered in correspondence with said order number in said user information database in said sales center, and/or information on the particulars of a benefit that is to be given to said user that is registered in said item information database in said sales center.

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9. A method of buying back goods according to claim 7, wherein:

said buy-back center proceeds with the process of buying back a used item from said user only when said personal data of said user that said user was directed to enter as input when applying for buy-back matches said personal data of said user that is registered in said user information database in said sales center.

10. A method of buying back goods according to claim 2, further comprising steps wherein:

said order number that said user was directed to enter as input when applying for buy-back is transmitted

5 from said buy-back center to said sales center by way of  
said network; and

said sales center, based on said order number that  
has been transmitted from said buy-back center, obtains  
information relating to said user from said user  
10 information database and/or said item information database  
in said sales center and transmits said obtained  
information relating to said user to said buy-back center  
by way of said network.

11. A method of buying back goods according to  
claim 10, wherein:

said information relating to said user is: said  
personal data of said user and information relating to  
5 goods that said user has purchased that are registered in  
correspondence with said order number in said user  
information database in said sales center; and/or  
information on the particulars of a benefit that is to be  
given to said user that is registered in said item  
10 information database in said sales center.

12. A method of buying back goods according to  
claim 11, wherein:

said particulars of the benefit that is given to  
said user vary according to the maker or model of the  
5 goods that said user purchases from said sales center

and/or the used item that said buy-back center buys back from said user.

13. A method of buying back goods according to claim 2, further comprising a step wherein:

based on said order number that said user was directed to enter as input when applying for buy-back,  
5 said buy-back center directly accesses by way of said network said user information database and/or said item information database in said sales center to obtain information relating to said user.

14. A method of buying back goods according to claim 13, wherein:

said information relating to said user is: said personal data of said user and information relating to  
5 goods that said user has purchased that are registered in correspondence with said order number in said user information database in said sales center; and/or information on the particulars of a benefit that is to be given to said user that is registered in said item  
10 information database in said sales center.

15. A method of buying back goods according to claim 14, wherein:

said particulars of the benefit that is given to

said user vary according to the maker or model of the  
5 goods that said user purchases from said sales center  
and/or the used item that said buy-back center buys back  
from said user.

16. A method of buying back goods according to  
claim 1, further comprising a step wherein:

said buy-back center simultaneously carries out a  
process of paying the buy-back price of a used item to  
5 said user and a process of giving a benefit to said user.

17. A method of buying back goods according to  
claim 1, further comprising a step wherein:

said buy-back center, after completing the process  
of paying the buy-back price of a used item to said user,  
5 transmits to said sales center by way of said network buy-  
back results that include information relating to the used  
item that has been bought back from said user.

18. A system for buying back goods, comprising:  
a sales center for marketing target goods; and  
a buy-back center, being designated by said sales  
center to users that have purchased target goods, said  
5 buy-back center including a buy-back server for operating  
a Website on a network for accepting applications to buy  
back used items by directing said users to enter as input



the order numbers of goods that said users have purchased through said sales center, and for giving a prescribed benefit to users after confirming, based on said order number, that these users have purchased goods from said sales center.

19. A system for buying back goods according to claim 18, wherein:

said sales center includes a sales server that is equipped with:

5 means for operating a Website on said network for directing said users to enter as input personal data of said users and accepting applications to purchase goods; and

means for registering, in correspondence with said order number in a user information database in said sales center, said personal data of said users that said users are directed to enter as input when applying to purchase goods and information relating to goods that said users have purchased; and further, for registering in advance in an item information database in said sales center, information on the particulars of benefits that are to be given to said users;

and said buy-back server obtains information relating to said users from said user information database and/or said item information database in said sales center

based on said order numbers that said users are directed to enter as input when applying for buy-back.

20. A system for buying back goods according to claim 19, wherein:

said buy-back server comprises:

5 site management means for managing a Website that directs said users to enter as input personal data of said users together with said order numbers and accepts applications for buy-back of used items; and

10 communication means for transmitting, to said sales server by way of said network, said order numbers and said personal data of said users that said users are directed to enter as input when applying for buy-back; and

said sales server comprises:

15 information management means for, after confirming that said personal data that is registered in said user information database in correspondence with said order numbers that have been transmitted in from said buy-back server matches personal data that has been transmitted in from said buy-back server, obtaining information relating to said users from said user information database and/or  
20 said item information database in said sales center; and

communication means for transmitting, to said buy-back server by way of said network, information relating to said users that has been obtained by said information

management means from said user information database  
25 and/or said item information database.

21. A system for buying back goods according to  
claim 20, wherein:

said information relating to said users is  
information relating to goods that said users have  
5 purchased that is registered in correspondence with said  
order numbers in said user information database in said  
sales center, and/or information on the particulars of the  
benefits that are to be given to said users that is  
registered in said item information database in said sales  
10 center.

22. A system for buying back goods according to  
claim 20, wherein:

the process of buying back used items from said  
users by means of said buy-back center proceeds only when  
5 said personal data of said users that said users have been  
directed to enter as input when applying for buy-back by  
at said buy-back center matches with said personal data of  
said users that is registered in said user information  
database in said sales center.

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23. A system for buying back goods according to  
claim 21, wherein:

said particulars of the benefits that are given to  
said users vary according to the maker or model of the  
5 goods that said users have purchase from said sales center  
and/or the used items that said buy-back center buys back  
from said users.

24. A system for buying back goods according to  
claim 19, wherein said buy-back server comprises:

site management means for managing a Website that  
directs said users to enter as input personal data of said  
5 users together with said order numbers and accepts  
applications to buy back used items; and

information management means for directly accessing  
said user information database in said sales center by way  
of said network, and after confirming that said personal  
10 data that is registered in said user information database  
in correspondence with said order number that said user  
was directed to enter as input when applying to purchase  
goods matches said personal data that said user was  
directed to enter as input when applying for buy-back, for  
15 directly accessing said user information database and/or  
said item information database in said sales center by way  
of said network and obtaining information relating to said  
user.

25. A system for buying back goods according to

claim 24, wherein:

said information relating to said user is  
information relating to goods that said user has purchased  
5 that is registered in correspondence with said order  
number in said user information database in said sales  
center, and/or information on the particulars of the  
benefits that are to be given to said user that is  
registered in said item information database in said sales  
10 center.

26. A system for buying back goods according to  
claim 24, wherein:

the process of buying back used items from said  
users by said buy-back center proceeds only when said  
5 personal data of said users that said users have been  
directed to enter as input when applying for buy-back at  
said buy-back center matches with said personal data of  
said users that is registered in said user information  
database in said sales center.

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27. A system for buying back goods according to  
claim 19, wherein:

said buy-back server comprises:

site management means for managing a Website that  
5 directs said users to enter as input said order number and  
accepts applications to buy back used items; and

communication means for transmitting, to said sales server by way of said network, said order numbers that said users were directed to enter as input when applying  
10 for buy-back; and

said sales server comprises:

information management means for obtaining, based on said order numbers that have been transmitted from said buy-back server, information relating to said users from  
15 said user information database and/or said item information database in said sales center; and

communication means for transmitting, to said buy-back server by way of said network, information relating to said users that has been obtained by said information  
20 management means from said user information database and/or said item information database.

28. A system for buying back goods according to claim 27, wherein:

said information relating to said users is said personal data of said users and information relating to  
5 goods that said users have purchased that are registered in correspondence with said order numbers in said user information database in said sales center, and/or  
information on the particulars of the benefits that are to be given to said users that is registered in said item  
10 information database in said sales center.

29. A system for buying back goods according to claim 28, wherein:

said particulars of benefits that are to be given to said users vary according to the maker or model of goods  
5 that said users have purchased from said sales center and/or the used items that said buy-back center buys back from said users.

30. A system for buying back goods according to claim 19, wherein said buy-back server comprises:

site management means for managing a Website that directs said users to enter as input said order numbers  
5 and accepts applications to buy back used items; and

information management means for directly accessing said user information database and/or said item information database in said sales center by way of said network based on said order numbers that said users are  
10 directed to enter as input when applying for buy-back and obtaining information relating to said users.

31. A system for buying back goods according to claim 30, wherein:

said information relating to said users is said personal data of said users and information relating to  
5 goods that said users have purchased that are registered

in correspondence with said order numbers in said user  
information database in said sales center, and/or  
information on the particulars of benefits that are to be  
given to said users that is registered in said item  
10 information database in said sales center.

32. A system for buying back goods according to  
claim 31, wherein:

said particulars of benefits that are to be given to  
said users vary according to the maker or model of the  
5 goods that said users have purchased from said sales  
center and/or the used items that said buy-back center  
buys back from said users.

33. A system for buying back goods according to  
claim 18, wherein:

said buy-back server includes means for  
simultaneously executing a process of paying the buy-back  
5 prices of used items to said users and a process of giving  
benefits to said users.

34. A system for buying back goods according to  
claim 18, wherein:

said buy-back server includes means for transmitting,  
to said sales server by way of said network, results of  
5 buy-back that include information relating to the used



items that have been bought back from said users after completing the process of paying the buy-back prices of the used items to said users.

35. A sales server that is provided in a sales center for marketing target goods to users, said sales server comprising:

5 site management means for managing a Website on a network that directs said users to enter as input personal data of said users and accepts applications to purchase goods; and

10 information management means for registering, in a user information database in said sales center, personal data of said users that said users were directed to enter as input when applying to purchase goods and information relating to goods that said users have purchased in correspondence with order numbers of said goods that said users have purchased; and further, for registering in  
15 advance in an item information database in said sales center information on the particulars of benefits that are to be given to said users when said users allow a specific buy-back center to buy back targeted used items; and moreover, for obtaining information relating to said users  
20 from said user information database and/or said item information database when said order numbers have been transmitted in from said buy-back center by way of said

network; and

25 communication means for transmitting, to said buy-back center by way of said network, information relating to said users that has been obtained from said user information database and/or said item information database by said information management means.

36. A sales server according to claim 35, wherein:  
said information relating to said users is  
information relating to goods that said users have  
purchased that is registered in said user information  
5 database in correspondence with said order numbers and/or  
information on the particulars of benefits that are to be  
given to said users that is registered in said item  
information database.

37. A sales server according to claim 36, wherein:  
said particulars of benefits that are to given to  
said users vary according to the maker and model of goods  
that said users have purchased from said sales center  
5 and/or used items that said buy-back center has bought  
back from said users.

38. A sales server according to claim 35, wherein:  
said information relating to said users is said  
personal data of said users and information relating to

goods that said users have purchased that are registered  
5 in said user information database in correspondence with  
said order numbers and/or information on the particulars  
of benefits that are to be given to said users that is  
registered in said item information database.

39. A sales server according to claim 38, wherein:  
said particulars of benefits that are to given to  
said users vary according to the maker and model of goods  
that said users have purchased from said sales center  
5 and/or used items that said buy-back center has bought  
back from said users.

40. A buy-back server that is provided in a buy-  
back center for buying back used items that are targeted  
goods, said buy-back server comprising:

site management means for managing a Website on a  
5 network that directs said users to enter as input the  
order numbers of goods that said users have purchased  
through a specific sales center and that accepts  
applications for buy-back of used items that are targeted  
goods; and  
10 means for carrying out a process of giving  
prescribed benefits to said users after confirming that  
said users have purchased goods from said sales center  
based on said order numbers.

41. A buy-back server according to claim 40,  
further comprising:

means for obtaining information relating to said  
users from said sales center based on said order numbers  
5 that said users are directed to enter as input when  
applying for buy-back.

42. A buy-back server according to claim 41,  
wherein:

said information relating to said users is  
information relating to goods that said users have  
5 purchased and/or information on the particulars of  
benefits that are to be given to said users.

43. A buy-back server according to claim 42,  
wherein:

said particulars of benefits that are to be given to  
said users vary according to the maker and model of goods  
5 that said users have purchased from said sales center  
and/or used items that said buy-back center has bought  
back from said users.

44. A buy-back server according to claim 41,  
wherein:

said information relating to said users is personal

data of said users, information relating to goods that  
5 said users have purchased, and/or information on  
particulars of benefits that are to be given to said users.

45. A buy-back server according to claim 44,  
wherein:

said particulars of benefits that are to be given to  
said users vary according to the maker or model of goods  
5 that said users have purchased from said sales center  
and/or used items that said buy-back center has bought  
back from said users.

46. A buy-back server according to claim 40,  
further comprising:

means for simultaneously carrying out a process of  
paying the buy-back prices of used items to said users and  
5 a process of giving said benefits to said users.

47. A buy-back server according to claim 40,  
further comprising:

means for transmitting, to said sales center by way  
of said network, buy-back results that include information  
5 relating to used items that have been bought back from  
said users after completing the process of paying buy-back  
prices of used items to said users.